LEO BURNETT COMPANY, *Inc.*
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Clark Gum will keep these kids happy.

Clark Gum will help UNICEF keep these kids alive.

This Halloween, give the individual sticks of Clark Gum to your neighborhood Trick-or-Treaters. But save the empty outer pack wrappers, and send them back to Clark.

You see, for every ten empty outer pack wrappers of Clark or Smile Gum you send us, we'll contribute 5¢ to UNICEF.

Last year, you sent in over a million packs. And this was enough to buy vaccine to inoculate 2,706,000 kids against smallpox.

Millions of children around the world depend on UNICEF aid, so in addition to your regular contribution to UNICEF this year, "Trick-or-Treat" with Clark Gum.

And if you could see how the money helps children around the world, you'd wish Halloween came more often.

Send your empty outer pack wrappers to "Treat of Life," U.S. Committee for UNICEF, P.O. Box 4333, Clinton, Iowa 52732. The UNICEF Campaign ends November 15, 1971.

Offer also good in Canada.

Help Clark help UNICEF!

Clark and six other nationally known brands have joined together in the "UNICEF Treat of Life" promotion. Watch for details in an advertisement in the October issue of *Reader's Digest*.

The U.S. Committee for UNICEF welcomes your support of this program, although an UNICEF endorsement of any product is intended.

Source: https://www.industrydocuments.ucsf.edu/docs/nmvv0004

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